

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	2104	(substitute replacement alternate) near4 (advert\$6 commerc\$4)	US-PGPUB; USPAT	OR	ON	2010/02/25 12:48
S2	737	(default) near4 (advert\$6 commerc\$4)	US-PGPUB; USPAT	OR	ON	2010/02/25 12:48
S3	75	S1 and S2	US-PGPUB; USPAT	OR	ON	2010/02/25 12:48
S5	1	generating and "20050039205".pn.	US-PGPUB; USPAT	OR	ON	2010/02/25 13:39
S6	11	hendricks.in. and (targeted near3 advert\$6)	US-PGPUB; USPAT	OR	ON	2010/02/25 15:29
S7	1	"20020144263".pn.	US-PGPUB; USPAT	OR	ON	2010/02/25 15:46
S8	8	hendricks.in. and (multiple near3 channel near3 advert\$6)	US-PGPUB; USPAT	OR	ON	2010/02/25 16:15
S9	145	(channel near4 switch\$3) with (advert\$6)	US-PGPUB; USPAT	OR	ON	2010/02/25 16:23
S10	1	08/160280.app.	US-PGPUB; USPAT	OR	ON	2010/02/25 16:27
S11	1	08/160280.app. and (channel near4 switching)	US-PGPUB; USPAT	OR	ON	2010/02/25 16:29
S12	26203	(channel near3 switching)	US-PGPUB; USPAT	OR	ON	2010/02/25 16:59
S13	81	(channel near3 switching) and 725/32.ccls.	US-PGPUB; USPAT	OR	ON	2010/02/25 17:00
S14	4	(forced with (channel near3 tuning)) same (Advert\$6 commercial\$1)	US-PGPUB; USPAT	OR	ON	2010/02/25 17:10
S15	303	(channel near3 switching) same (Advert\$6 commercial\$1)	US-PGPUB; USPAT	OR	ON	2010/02/25 17:30

S16	150	(channel near3 switching) with (Advert\$6 commercial\$1)	US-PGPUB; USPAT	OR	ON	2010/02/25 17:30
S17	2	("20020038456" *5574843").pn.	US-PGPUB; USPAT	OR	ON	2010/02/25 17:53
S21	254445	((("set top" cable TV CATV viewer user customer satellite network) near2 (box terminal receiver decoder)) (STB STT)	US-PGPUB; USPAT	OR	ON	2010/03/11 13:48
S22	1563	S21 and 725/32-36.ccls.	US-PGPUB; USPAT	OR	ON	2010/03/11 13:49
S23	190	S21 and 725/36.ccls.	US-PGPUB; USPAT	OR	ON	2010/03/11 13:49
S24	101	(detect\$3 judg\$ calculat\$3 determin\$5 count tally) near8 ((number tally count amount) near3 (current\$2 present\$2 "right now") near3 (viewers TV S21 watch\$3))	US-PGPUB; USPAT	OR	ON	2010/03/11 13:52
S25	56	S24 and (@ad<="20030812" @rlad<="20030812" @prad<="20030812" @ptad<="20030812")	US-PGPUB; USPAT	OR	ON	2010/03/11 13:53
S26	110	(generat\$3 list\$3) near8 (STB "set top" STT) near3 (current "right now" "real-time" real \$1time "on the fly")	US-PGPUB; USPAT	OR	ON	2010/03/11 14:06
S27	81	S26 and (@ad<="20030812" @rlad<="20030812" @prad<="20030812" @ptad<="20030812")	US-PGPUB; USPAT	OR	ON	2010/03/11 14:06
S30	3119	725/9-21,34-35,46.ccls.	US-PGPUB; USPAT	OR	ON	2010/03/11 16:46
S31	262	725/36.ccls.	US-PGPUB; USPAT	OR	ON	2010/03/11 16:46
S32	87	S30 and S31	US-PGPUB; USPAT	OR	ON	2010/03/11 16:46
S33	11	(avail near4 announc\$5)	US-PGPUB; USPAT	OR	ON	2010/03/11 17:00
S34	131	(avail near4 (message DPI announc\$5))	US-PGPUB; USPAT	OR	ON	2010/03/11 17:03

S35	0	(avail near4 (message DPI announc\$5)) same (list near3 (receiver\$1 STT STB "set top" terminal))	US-PGPUB; USPAT	OR	ON	2010/03/11 17:04
S36	5	(avail near4 (message DPI announc\$5)) and (list near3 (receiver\$1 STT STB "set top" terminal))	US-PGPUB; USPAT	OR	ON	2010/03/11 17:04
S39	23	(cue-tone) near3 detect\$3	US-PGPUB; USPAT	OR	ON	2010/03/11 17:23
S40	26	(cue-tone) near3 (detect\$3 extractor)	US-PGPUB; USPAT	OR	ON	2010/03/11 17:24
S45	3176	(Advert\$6 commercial\$1) near4 (replace\$5 substitut\$3)	US-PGPUB; USPAT	OR	ON	2010/03/11 18:28
S46	7	S45 and cue-tone	US-PGPUB; USPAT	OR	ON	2010/03/11 18:28
S47	962	S45 and (dpi message avail cue)	US-PGPUB; USPAT	OR	ON	2010/03/11 18:33
S48	187	S47 and "725"/\$.ccls.	US-PGPUB; USPAT	OR	ON	2010/03/11 18:33
S50	324	725/95.ccls.	US-PGPUB; USPAT	OR	ON	2010/03/12 10:57
S51	2	725/95.ccls. and (((available unused vacant unscheduled) near4 channel\$1) same search \$3)	US-PGPUB; USPAT	OR	ON	2010/03/12 10:59
S52	2	725/95.ccls. and (((available unused vacant unscheduled) near4 channel\$1) near8 detect \$3)	US-PGPUB; USPAT	OR	ON	2010/03/12 11:00
S53	1	"6463585".pn. and (detect\$3 determ\$5) same ((break) (commercial near3 break))	US-PGPUB; USPAT	OR	ON	2010/03/12 11:07
S54	57	725/35.ccls. and 725/36.ccls.	US-PGPUB; USPAT	OR	ON	2010/03/12 11:25
S55	36	S54 and (cue-tone message)	US-PGPUB; USPAT	OR	ON	2010/03/12 11:30
S56	3	S54 and (cue-tone)	US-PGPUB; USPAT	OR	ON	2010/03/12 11:32

S57	16	(725/35.cds. 725/36.cds.) and (cue-tone)	US-PGPUB; USPAT	OR	ON	2010/03/12 11:33
S58	7	(725/36.cds.) and (cue-tone)	US-PGPUB; USPAT	OR	ON	2010/03/12 11:41
S59	12	(725/35.cds.) and (cue-tone)	US-PGPUB; USPAT	OR	ON	2010/03/12 11:41
S60	52	("725"/\$.cds.) and (cue-tone)	US-PGPUB; USPAT	OR	ON	2010/03/12 11:42
S61	120	(targeted near4 advert\$6) with ((geographic demographic\$1) near4 (audience group\$1))	US-PGPUB; USPAT	OR	ON	2010/03/12 11:46
S62	67	S61 and (@ad<="20030812" @rlad<="20030812" @prad<="20030812" @ptad<="20030812")	US-PGPUB; USPAT	OR	ON	2010/03/12 11:47
S63	1169	(cue near4 detect\$3)	US-PGPUB; USPAT	OR	ON	2010/03/12 12:05
S64	9	S61 and S63	US-PGPUB; USPAT	OR	ON	2010/03/12 12:06
S65	1228	((avail cue) near4 detect\$3)	US-PGPUB; USPAT	OR	ON	2010/03/12 12:07
S66	1169	S65 and S63	US-PGPUB; USPAT	OR	ON	2010/03/12 12:07
S67	9	S66 and S61	US-PGPUB; USPAT	OR	ON	2010/03/12 12:07
S68	155	S66 and "725"/\$.cds.	US-PGPUB; USPAT	OR	ON	2010/03/12 12:08

3/12/2010 7:15:48 PM

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